

## **Jour 555: Integrated Marketing Communications**

### **SCHOOL OF JOURNALISM & NEW MEDIA**

A capstone course involving tactical application of IMC skills and disciplines, and to develop team-building skills. Alternative and competing IMC campaigns will be presented and judged by both professor and client.

3 Credits

#### **Prerequisites**

- [Jour 404: Integrated Marketing Communications Rese](#) (Minimum grade: C)
- Pre-Requisite: 24 Earned Hours

#### **Instruction Type(s)**

- Lecture: Lecture for Jour 555

#### **Subject Areas**

- [Journalism](#)

#### **Related Areas**

- [Broadcast Journalism](#)
- [Journalism, Other](#)
- [Photojournalism](#)

